



DISCOVER PERU



PromPeru, The Peru Export and Tourism Promotion Board,
invites you to discover first-hand why Bon Appétit Magazine named
Peru the 2009 Culinary Destination of the Year!

Join us for an interactive Peruvian cooking class and tasting event
featuring the country's signature dishes,
Peruvian Ceviche, Causita Limeña and
Peru's National Drink – **The Pisco Sour!**

**Tuesday, October 20, 2009
5:30 PM**

MOCHICA RESTAURANTE
3863 Rue Saint-Denis (at Rue Roy E)
Montreal, QC H2W 2M4
Canada
www.restaurantmochica.com

Opening remarks will be provided by
Lucía Trindade de Buitrón, Consul – General of Peru.

Don't miss out on the latest tourism information and introductions to
tour operators offering tailored culinary itineraries to Peru in the coming year
presented by our PromPeru Senior Representatives
Elisabeth Hakim and Karina Oliva!

Please RSVP by October 10 to
Amalia Meliti at peru@dc-intl.com or call (212) 444-7171



DECOUVREZ LE PÉROU



PromPeru, la Commission pour la Promotion de l'exportation et du Tourisme du Pérou, vous invite en avant première à découvrir pourquoi le magazine **Bon Appétit** a nommé le Pérou comme la destination culinaire de l'année 2009.

Rejoignez-nous pour un cours interactif de cuisine Péruvienne et une dégustation de plats uniques du pays comme le **Cebiche**, la **Causa limeña** et la boisson nationale du Pérou le **Pisco Sour**.

Le Mardi 20 octobre 2009
à 17h30

RESTAURANT MOCHICA
3863 Rue Saint-Denis Montréal, Québec H2W 2M4
www.restaurantmochica.com

Les mots de bienvenu seront assurés par
Madame Lucia Trindade de Buitrón, Consule générale du Pérou

Ne ratez pas les dernières informations touristiques et venez rencontrer les tour-opérateurs qui offrent des itinéraires culinaires au Pérou, présentées par Elizabeth Hakim et Karina Oliva, Représentantes de PromPeru.

Si vous êtes intéressé, veuillez répondre avant le 10 octobre à madame Amalia Meliti à l'adresse courriel : peru@dc-intl.com ou appelez au (212) 444-7171.

**Familiarization Trip – “Ancient Kingdoms of Northern Peru”
Hosted by the Peru Export and Tourism Board (PromPeru)
March 26 – April 6, 2009**

Dear: _____

With preserved ancient ruins continuing to be uncovered, it is no surprise why international travelers are anxious to be part of the historic cultural revelations in Peru.

PromPeru invites you to immerse yourself in the living history and discover first-hand why Peru is a world-renowned archaeological tourism destination through a familiarization trip entitled **“Ancient Kingdoms of Northern Peru,” March 26 – April 6.**

In conjunction with the **IV International Conference in Archaeological Tourism in Trujillo, Peru, April 3-5, 2009**, organized by IBERTUR Network and PromPeru, you will have the opportunity to visit many of Peru's diverse archaeological masterpieces, ancient civilization sites and historic cultural attractions available for North American travelers.

Some sample itinerary sites may include:

- **El Cuarto de Rescate (Ransom Room)** – The location where Atahualpa, the Last Incan Emperor, was taken prisoner. This is thought by historians to be the place where the Incan Empire officially came to an end. (Cajamarca)
- **Túcume** – A major regional center, considered to be the capital of three significant ancient cultures: Lambayeque/Sican (800-1350 AD), Chimú (1350-1450 AD) and Inca (1450-1532 AD). Local shaman healers invoke power of Túcume and La Raya Mountain in their rituals, and local people often fear these sites. Hardly anyone other than healers venture out in this site at night. (Lambayeque Valley)
- **El Brujo** – A remote Moche culture complex, home to Huaca Cao, famous for its polychrome reliefs, mural paintings, as well as the discovery of the Señora de Cao, the first known Governess in Peru. (La Libertad Province, North of Trujillo)
- **Huacas de Moche** – The remains of an ancient Moche capital city comprised of **Huaca del Sol** (Temple of the Sun) and **Huaca de Luna** (Temple of the Moon). The Huaca de la Luna, though it is the smaller of the two at the site, yields the most archaeological information. The Huaca del Sol was partially destroyed and looted by Spanish conquistadors in the 17th century, while the Huaca de la Luna was left relatively untouched. (Five miles outside Trujillo).

You will be requested to give a brief presentation to PromPeru outlining the archaeological tours your company offers North American travelers on the final day of your visit. We also welcome your feedback on Peru's archaeological tourism itineraries and attractions.

International airline tickets, hotel accommodations, ground transportation meals and tour expenses will be covered by **PromPeru**, the official Peru Export and Tourism Office.

* All other costs, such as laundry, alcoholic beverages, phone calls, departure tax (\$30.25) and any other personal expenses will be at your own expense. Tips to your tour guides are kindly requested (\$5-\$8 per day/per person).

To confirm your participation in this exclusive FAM trip, please RSVP by February 20, 2009, amalia.meliti@dc-intl.com, (212) 444-7171, as space is limited.

Please don't hesitate to contact us with any questions.

Sincere regards,

Maria Seminario
General Manager
Commission for the Promotion of Peru - PromPeru

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2009 OCT 29 AM 9:53
CRM/ISS/REGISTRATION UNIT

Dear Travel Partner,

On behalf of **Canatur**, Peru's National Chamber of Tourism and **PromPeru**, the Peru Export and Tourism Promotion Office, we cordially invite you to participate in the 15th annual **Peru Travel Mart, April 24-27, 2009**, in Lima, Peru.

Peru Travel Mart, Peru's largest annual tourism tradeshow, brings together international buyers and local Peruvian travel trade suppliers to explore various business opportunities available throughout the country.

Meet over 100 senior Peruvian travel industry executives, including top hoteliers, airline representatives, restaurateurs, ground tour operators, and industry associates.

Gain first-hand experience and discover the latest tourism developments in Peru with one of the many available post-tradeshow tours to classic and emerging tourism destinations, including *Arequipa, Chiclayo, Cajamarca, Iquitos* and *Lima*.

Cost of Participation: \$300

Items included in your participation fee include:

- Tradeshow tickets for two days (April 25-26)
- 2 nights hotel accommodations
- A signature culinary tour through Lima, Peru – recently named "Bon Appétit's Culinary Destination of the Year"
- Welcome Dinner at _____, featuring <add in guest speaker>
- Farewell Luncheon _____, featuring <add in guest speaker>

*****Discounted airfare rates are available with LAN Airlines.**

Register online at: www.perutravelmart.pe

Registration deadline: _____

Peru... Live the Legend

Educational Journey through Peru's Treasures

June 5-13, 2009

Dear Travel Partner,

PromPerú, The Peru Tourism Office, invites you to witness first-hand the mystery and magic of this long-forgotten land of empires through a familiarization tour, **"Peru...Live the Legend," June 5-June 13, 2009.**

Allow us to take you on an unforgettable journey that seamlessly meshes ancient history, pure nature and life-changing experiences with luxury 5-star properties, award-winning cuisine, vibrant cosmopolitan city attractions, and personalized service.

Unleash your adventurous and inquisitive spirit, and allow us to enlighten your mind and touch your hearts in unimaginable ways!

Select itinerary items include:

- **Puerto Maldonado:** Discover the mystery of the Southern Peruvian jungle, renowned for its eternal sun, symphony of tropical birds, wildlife and warm weather. Enjoy a boat ride along the **Madre de Dios River** and enjoy an extraordinary canopy walk through the **Tambopata National Reserve**, one of Peru's many national parks. Visit a butterfly sanctuary, meet with leading ecologists, and enjoy delicious regional cuisine. End your days by lantern light and falling asleep to the gentle night noise of the Amazon rainforest.
- **Cusco and Machu Picchu:** Depart from Cusco to the legendary Macchu Picchu via the Hiram Bingham Luxury Orient Express Train. Explore the citadel of Machu-Picchu, one of the "New 7 Wonders of the World," followed by the colonial city of Cusco, home to **Koricancha** or Temple of the Sun, the **Plaza de Armas** and the **Cathedral**, and the **Sacsayhuaman** fortress.
- **Lima, the Next Great Culinary Destination:** End your visit to Peru in Lima, a vibrant cosmopolitan city recently named by Bon Appetit magazine as the **"International Culinary Destination of the Year."** Participate in cooking classes, dine at the city's finest restaurants, and tour the historical center comprised of highly decorative churches and historical monuments. On your last day, visit the **Larco Museum**, home to the finest gold and silver collection from Ancient Peru and the famous erotic archaeological collection, one of the most visited Peruvian tourist attractions.

Accommodations are being provided by the **Orient-Express and Inkaterra Hotel Chains**, and international airline tickets are being provided by **LAN Airlines**.

All airline tickets, hotel accommodations, ground transportation meals and tour expenses will be covered by PromPeru, the official Peru Export and Tourism Office.* All other costs, such as laundry, alcoholic beverages, phone calls, departure tax (\$30.25), and any other personal expenditure will be at your own expense. Tips to your tour guides are kindly requested (\$5-\$8 per day/per person).

One tour extension are being offered at an additional price to the follow place:

- Three day/two nights stay at the Casitas de Colca, located in the heart of the Colca Canyon, one of the deepest canyons in the world. June 13-15, 2009

For more information, please call Amalia Meliti at (212) 444-7171.

To confirm your participation in this exclusive FAM trip and the tour extensions please RSVP by **April 27, 2009**, either at the above number or by emailing amalia.meliti@dc-intl.com.

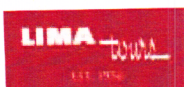
We hope you will take this opportunity to uncover this unique and fantastic slice of earth.

Please don't hesitate to contact us with any questions. Also keep in mind space is limited.

Kindest regards,
PromPeru



www.peru.info





Dear Travel Partner,

The Peruvian Tourism Board (PromPeru), invites you to participate in their **FAM Tour " Rural Tourism ", November 12th – 21st, 2009."**

Specifically designed for tour operators interested in community and rural tourism, this trip will showcase the rural life, art, culture and heritage at different rural locations that Peru has to offer. Enclosed is a preliminary itinerary.

The following is just a sampling of activities that will be available during your tour:

- Visit Puno, where the highest navigable lake and landscapes will captivate our visitors with its beauty.
- Interact with the local community for a more enriching tourism experience.
- Walk through one of the Pre -Inca trails and enjoy the amazing landscapes that Huaraz has to offer.
- Savor the tantalizing tastes and unique flavors of Peru's world-class cuisine, recently recognized by culinary master, Todd English.
- Meet one-on-one with local tour operators and form strategic partnerships during a one-day travel tradeshow to enhance your Peruvian tour packages for North American travelers.

PromPeru will sponsor international and domestic airlift, hotel accommodations, ground transportation, organized tours and meals during your stay, policy permitting. Departure taxes, bar usage, laundry, phone calls and personal expenses will be at your own expense.

Please confirm your participation by **October 25th, 2009**. Space is limited and priority will be made on a first come first basis. Please feel free to contact us or our representation office in case you have any questions:

Amalia Meliti

Travel Trade Marketing Manager

DEVELOPMENT COUNSELLORS INTERNATIONAL

amalia.meliti@dc-intl.com

T 212-444-7171 C 201-320-2508 F 212 725 2254

María del Sol Velásquez

Promperu Office – Perú

mvelasquez@promperu.gob.pe

T 2243131- 1322 extension

We hope to see you in Peru this November.

Sincerely,

Maria Seminario

General Manager

Commission for the Promotion of Peru - PromPeru



The Peru Tourism Office, PromPeru, and The Archaeological Institute of America (AIA) cordially invite you to discover the many new wonders of Peru through an evening of archaeological revelations, a rare Peruvian photography exhibit, traditional Andean entertainment and world-class cuisine.

Thursday, September 24, 2009

The Penn Club

6:30 – 9:00 PM

30 West 44th Street (at 5th Avenue), New York, NY

Learn about upcoming cultural story angles and new Peru tourism developments, including:

- * The 50th anniversary of Hiram Bingham's discovery of Machu Picchu in 2010 *
- * Two Peruvian finalists in the New 7 Wonders of the World competition *
- * Upcoming Peruvian Art Exhibits in America *
- * Emerging tourist destinations *
- * One of the world's largest Peruvian culinary festivals *
- * Luxury hotel developments *
- * And the many unique tourism attractions for North American travelers coming in 2010 *

Also hear about ground-breaking discoveries at Caral, the oldest civilization in the Western Hemisphere and the latest UNESCO World Heritage Site, direct from world-renowned Peru archaeologist expert, Dr. Richard L. Burger of Yale University.

To RSVP and/or for more information on Peru, please contact me directly at mrc@dc-intl.com, 212.444.7128.

Subject: Reminder: Peru Event TONIGHT @ 6:30 PM



The Peruvian Tourism Office, PromPeru, and The Archaeological Institute of America (AIA), look forward to welcoming you tonight!

Thursday, September 24, 2009

The Penn Club
30 West 44th Street (at 5th Avenue)
New York, NY
6:30 PM– 9:00 PM

If you have questions or a change of plans, please contact mrc@dc-intl.com or (917) 805-4900

We look forward to seeing you tonight!



2009 OCT 29 AM 9:53
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PRESS TRIP MEDIA INVITE

"Ancient Kingdoms of Northern Peru" Press Trip Hosted by the Peru Export and Tourism Board

March 26 – April 6, 2009

Discover the many untold stories behind Peru's many archaeological masterpieces, newly uncovered ancient civilization sites and emerging Northern historic tourism destinations during a **PromPeru-sponsored Archaeological Press Trip, March 26 – April 6.**

Often recognized for Machu Picchu - one of the "New 7 Wonders of the World", Peru is a leading international archaeological tourism destination whose Northern region has recently attracted global attention for its ongoing historic cultural revelations.

Some rare historic sites on your itinerary may include:

- **Caral** – The oldest civilization in South America (the third oldest civilization in the world). (Northern Peru)
- **Chiclayo and Trujillo** – The northern Peruvian coastal region, home to the **Museum of Sipan** and **Huacas de Moche**, the ancient Moche capital city comprised of the preserved **Huaca del Sol** (Temple of the Sun) and **Huaca de Luna** (Temple of the Moon).
- **El Brujo** – A remote Moche community, famous for its polychrome reliefs, mural paintings, as well as the discovery of the tomb of Señora de Cao, the first known Governess in Peru. (La Libertad Province, North of Trujillo)
- **Chankillo** – A newly discovered 2300-year-old site that archaeologists claim is the oldest solar observatory in the Americas, and the best preserved in the World. Recorded accounts from 16th century A.D. detail practices of state-regulated sun worship during Inca times, and related social and cosmological beliefs.
- **Ventarron:** The site of a 4,000-year old temple which was recently unearthed in Peru, in the ancient city of Lambayeque, 760 km away from Peru's capital, Lima. The structure's murals are said to be the oldest archaeological findings in the Americas.

Coupled with traditional Peruvian cultural experiences and award-winning cuisine, you will have the opportunity to meet and interview archaeological leaders from around the globe during the **IV International Conference in Archaeological Tourism**, taking place in Trujillo, Peru during your visit.

Please confirm your availability, interest, and related assignment as soon as possible to secure your participation in this opportunity, as space is extremely limited.

For more information, please contact Mary Rachelle Cherpak at the PromPeru North American office: mrc@dc-intl.com

We look forward to hosting you and showcasing Peru's new archaeological attractions for North American visitors!

Warm regards,

MARY RACHELLE CHERPAK

Account Supervisor

PROMPERU NORTH AMERICA

215 Park Avenue South, 10th Floor, New York, NY 10003

T 212 725 0707 x 128 **F** 212 725 2254 **E** mrc@dc-intl.com

www.peru.info



THE LATEST NEWS FROM PERU **September-October 2009**

Peru not only continues to be the quickest growing South American tourism destination, but one that actively piques the imagination of visitors from across the world...

TRAVEL NEWS:

LAN INTRODUCED TWO NEW AIRBUS 319s IN PERU

Two new Airbus 319 aircrafts have joined the LAN fleet to cover domestic and regional routes in South America. The planes hold up to 144 passengers, consume 15 percent less fuel and produce less noise, thanks to its refined technology. These new aircraft represent an investment of US \$120 million. Peru's president Alan Garcia Perez attended the ceremony where the new aircraft were introduced.

NEW PROPERTY DEVELOPMENTS:

DOWNTOWN BUILDINGS BEING RECONDITIONED FOR NEW USE IN LIMA

Arte Express architect Nestor Nevado has been rehabilitating popular buildings downtown in downtown Lima, with the most popular being the updating of a 1930 building for the use of HSBC offices. Now the firm has continued their renovation phase for buildings such as the Sudamericana, the Encarnacio, and the Wiese. Currently Arte Express is working on Casa Coca and Compania Peruana de Telefonos.

FIRST FIVE-STAR HOTEL IN UCAYALI TO OPEN IN NOVEMBER 2009

The Ucayali River Hotel, located in Pucallpa in the Ucayali region of central Peru, is set to open its five-star hotel doors for the first time in November of 2009. With 102 rooms and suites, five conference rooms, a business center, and an auditorium, this has the potential to host an excellent business getaway. The hotel was built over 3,000 square meters. While there are many opportunities for business here, there is also more room for fun with a casino, spa, aerobic center, outdoor pool, a restaurant, bar, cafeteria, and even a hairdresser.

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MUST-SEE HOTELS:

MODERN RESORT LAS CASITAS DEL COLCA LOCATED IN COLCA CANYON BECOMES AN IRRESISTABLE PLACE TO STAY

This member of the Orient-Express hotel chain is comprised of 20 privatized brick cabins that offer all the amenities of a luxurious hotel room while providing the opportunity to relate to the Andean cultural heritage. Cabins are decorated with natural materials and are situated at an altitude of 10,700 feet, creating the perfect location for seeing condors in flight.

With activities from horseback riding to cooking classes to trout fishing, guests certainly will keep themselves learning more about Peru. The cuisine at the resort is a highlight, where the menu is based on local ingredients and Chef James Berckemeyer even spotlights a regional dish, "cuy," or guinea pig.

PERU'S TITILAKA HOTEL AMAZES TOURISTS

Two hours from the city of Juliaca, the drive to hotel Titilaka invigorates visitors as they eagerly anticipate their arrival at Lake Titicaca. Although altitude sickness can present an issue to guests as they travel up the 12,000 feet above sea level to reach the Peruvian hotel's locale, the remedy, coca leaf tea, is waiting in the transportation trucks for those who may have issues.

The ride is worth it, as the simple building comes into view and the blue waters of Lake Titicaca sparkle below. The interior décor represents the Aymara people well, as their hand-made decorations grace the technologically-advanced hotel. Aside from the beauty of the building itself, guests can dine on dishes comprised of fresh regional ingredients prepared by the chef. After lunch, enjoy a yachting experience to various islands, walk along the grounds, or take an adventure to a neighboring town for new sites.

NEW TOURISM EXPERIENCES:

CUSCO OFFERS THEATRICAL PRODUCTION, TAKING INSPIRATION FROM TRADITIONAL CELEBRATIONS

Based off the original festivities spotlighting the Virgen del Carmen (Mamacha Carmen), the Kusikay troupe is taking the stage until November 15 at Teatro Kusikay. Tickets are US \$37.00, with performances occurring Monday through Saturday at 7:30 each evening.

DECORATING EXPO TO TAKE PLACE IN BARRANCO

This year's décor expo will be hosted in a Rosell-Rio historical monument home in Barranco through November 1. Over 62 exhibitors will display their environmentally-friendly (as well as sustainable) designs. Tickets are available for \$7.00 Tuesday through Friday, and \$9.00 on Saturday and Sunday. Visit www.casacorperu.com for more information.

PERUVIANS MAKE THEIR COUNTRY A CULINARY DESTINATION

While traveling about the country, visitors can satisfy any of their dining desires throughout the varying cities of Peru.

For the **best local cuisine**, try *Fiesta* in Lima. This restaurant has famous regional dishes such as cebiche, causa, tamales, and cau cau. The dessert sampler is something to not pass up, while their pisco sour is unbeatable.

If guests are in search of a **budget-friendly meal**, *Mi Peru* is a sure stop to satisfy their cravings. Located in a corner of Plaza Butters in the neighborhood of Barranco, the space is small but specializes in fresh, delicate seafood dishes. Be sure to hit this hot spot during the day though, as *Mi Peru* is only open for lunch business.

For an **exotic twist on Chinese fare**, try *O Mei* in La Molina. This restaurant combines premium ingredients with exquisite precision. Diners are left in awe over the flavor combinations that exist within the dishes. The *tom yum koon* soup is second to none, while the Peking duck two-course meal is not to be missed.

For **regional flavors**, guests should try these three restaurants when planning their visits to these cities. When in Arequipa, try *Chicha*, where the ingredients pay a true tribute to the tender fish available from the nearby coast. For the trip through Chiclayo, join *Fiesta Restaurant Gourmet* for a meal, where this family-owned restaurant keeps up with the contemporary movement without masking their traditionalism. The duck with rice dish is sure to not disappoint! Lastly, visit *MAP Café* in Cusco after touring the Museo de Arte Precolombino. Seating exists within the museum's central patio, creating a unique experience for guests where they can enjoy "haute Peruvian cuisine."

TAKING THE PERUVIAN CULINARY EXPERIENCE HOME!

The website www.yanuq.com offers a wide range of Peruvian delicacies that can be made at home.

REGIONAL SPOTLIGHT:

IQUITOS, PERU

Shopping: The city's central shopping area, Calle Prospero, is home to various types of stores and ice cream parlors. Iquitos provides a unique architectural experience, as older houses from the "Caucho Era" are still in tact.

What to See: A spectacular sight is the Malecon Tarapaca waterfront area, commonly referred to as the Boulevard. Being located only a block from the main plaza, the restaurants, discotheques, and cafes overlook the Itaya River.

Where to Stay: With all the luxuries of a four-star hotel, a must-stay locale is The Dorado Plaza Hotel & Business on the Plaza de Armas. Signature amenities include: pool, lobby and fantastic location.

Where to Eat: For an exotic twist on regional foods, the floating restaurant *Al Frio y al Fuego* is a perfect location for visitors to eat dinner and spend time on the Itaya River. The boat departs from Av. La Marina, next to the El Huequito pier, and the round-trip transportation while dining is free.

Locally Heard: If visitors are looking for a fun day activity, locals recommend spending time at the zoo in Quistococha, which is located roughly 20 minutes from the city. This trip is great for children, as they can spend time learning about native animals like fauna, or swim in the white-sand lagoon.

Named the "**2009 Culinary Destination of the Year**" by **Bon Appétit Magazine** and "**The Next Big Thing**" by **Chef Todd English in New York Magazine**, Peru is quickly becoming one of the world's top culinary and cultural travel destinations.

The Peru Export and Tourism Board is inviting you to experience its many unique cultural flavors first hand, **September 24-30**.

Join award-winning Peruvian chef, **Gaston Acurio** (Executive Chef of San Francisco's renown La Mar Restaurant) and get a behind the scenes look at Peru's fusion of cultures, diverse ingredients, ancient traditions and secret Incan recipes in Lima, the Sacred Valley, Cusco and rural Andean communities.

The following are just a sample of experiences available for you during your visit:

- Organic and gourmet Peruvian culinary demonstrations at the world-renown Peru, Mucho Gusto Gastronomy Fair in Lima, Peru.
- Contemporary experiences at Lima's newest and most reputable restaurants with personal meetings with award-winning chefs.
- Andean dinner and personal cooking classes in the Sacred Valley of Cusco featuring traditional maize, quinoa, quiwicha, unique potatoes and local fruits.
- Traditional luncheon with the Quechua Community and tours of Peru's rural country side, farmlands and archeological masterpieces.
- Tours of Peru's diverse agri-tourism landscape and the International Potato Center, featuring the country's wealth of fresh unique seafood and the world's largest variety of potatoes.

Along with sampling the many traditional and modern culinary wonders of Peru, you will have the opportunity to interview many of Peru's top chefs and artists, explore Peru's vibrant arts and cultural centers, discover the country's living ancient history, and experience the warm hospitality of Peru's many NEW luxury hotels and rural boutique properties.

Space is limited and we want to give you first opportunity to accept, so please confirm your participation on this tour by Thursday, July 16.

If you have any questions, don't hesitate to let me know.

Warm regards,

MARY RACHELLE CHERPAK
Account Supervisor

DEVELOPMENT COUNSELLORS INTERNATIONAL
215 Park Avenue South, 10th Floor, New York, NY 10003
T 212 725 0707 x 128 F 212 725 2254 E mrc@dc-intl.com

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The Peru Tourism Office, PromPeru, and The Archaeological Institute of America (AIA) invite you to learn about the **newest archaeological discoveries in Peru** and the recently named UNESCO World Heritage Site - **Caral, The Oldest Civilization in the Americas** by Dr. Richard L. Burger, a world-renowned expert on the Central Andes.

Join us for an enlightening and exciting evening on

Thursday, September 24, 2009

6:30 PM – 9:30 PM | The Penn Club

30 West 44th Street at Fifth Avenue, New York, NY

Lecture to be followed by a reception featuring Peruvian specialties.

The Peru Tourism Office, PromPeru, and various tour operator representatives will be there to assist on offering information about booking tours to Caral and Beyond.

RSVP by September 15th to Amalia Meliti at peru@dc-intl.com or call 212.444.7171.

Invitation is only for 2 people per agency.

2009 OCT 22 AM 9:53
CMT/ISS/REGISTRATION UNIT

Peru...Live the Legend

Peru's rich culture, fascinating natural and historical wonders combined with award-winning accommodations and delicious cuisine are a perfect package to a truly unforgettable trip.

Unleash Your Indiana Jones Spirit and take a walk in the footsteps of the Inca Empire, uncover some of the most recent archaeological digs such as Caral, the oldest civilization in the Americas or take the most luxurious cruise to untainted parts of the Amazon and go where no man has gone before - Colca Canyon, the deepest canyons in the world!

Please your palate and experience delicious Peruvian national cuisine through interactive cooking classes, city tours, chef meetings, course luncheons, and restaurant kitchen tours.

Resort to luxurious quarters at the end of a long day filled with life-changing experiences. Rest your mind, body and soul at some of the most exclusive hotel chains – both privately and internationally owned – where Peruvian hospitality is simply unquestionable and unmatched.

Visit PromPeru booth, the Peru Tourism Office at the Luxury Travel Expo and learn about all of the various travel programs available all throughout Peru!

www.peru.info



DISCOVERPERU



PromPeru, the Peruvian Tourism Office invites you to an exciting evening of discovery. Come learn about the latest tourism developments flourishing on these ancient lands – home to a diversity of cultures, ancient-old traditions, delectable cuisine, and endless adventures!

Tuesday, September 22, 2009
Embassy of Peru
1700 Massachusetts Ave., N.W.
Washington D.C. 20036
6:30 p.m. – 9:00 p.m.

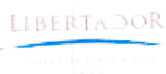
The evening function shall be hosted by Head of Public Diplomacy, Marirene Muñiz, Embassy of Peru, in partnership with Elisabeth Hakim, North American & U.K. Coordinator, PromPeru.

Special product update presentations will be provided by:
Aqua Expeditions, Inkatererra Hotels, Hotel Libertador, LAN Airlines, Orient-Express Hotel Group

This is your opportunity to learn about the Peru Specialist Program which features great incentives, commissions and fam trip opportunities!

Great door prizes await! RSVP Today!

RSVP by September 15th to Amalia Meliti at peru@dc-intl.com or call 212.444.7171





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TUESDAY, OCTOBER 20, 2009
12:30 PM

MOCHICA RESTAURANTE
3863 Rue Saint-Denis (at Rue Roy E)
Montreal, QC H2W 2M4
Canada

www.restaurantmochica.com

Opening remarks will be provided by
Lucía Trindade de Buitrón, Consul – General of Peru.

Don't miss out on the latest tourism information and introductions to
tour operators offering tailored culinary itineraries to Peru in the coming year
presented by our PromPeru Senior Representatives
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